

9:45 – 11:00 AM: Downtown District Management Workshops

Workshop Options (Choose one):

Business Improvement Districts: What are they, how do you form a BID and building consensus for success.

Consider this workshop a BID 101 for communities considering implementing a BID over other district management structures. Participants will learn about BIDs, supplemental programs they offer, and instructions and tips on how to form a BID in Massachusetts. Cambridge Central Square Business Association will discuss their current approach to forming a new BID in their district, best practices, and lessons learned from the process.

Panelists:

Ann McFarland Burke, VP Western MA EDC & District Management Consultant, Burke

Michael Monestime, Executive Director, Central Square Business Association, Cambridge, MA

District Management: BIDS in MA are making a difference in downtowns.

There are currently seven BIDs and several more in development across the Commonwealth. This workshop will feature Massachusetts BID Directors detailing the makeup of their BIDs, the impact BIDs have had on their communities, and lessons learned. BIDS offer supplemental programming for their district, on topics ranging from hospitality, safety programs, social service partnerships, business development, marketing, to special events. Panelists will offer their firsthand experience of how BIDs serve the community and lead revitalization of their districts.

Panelists:

Moderator: George Comeau, Marketing & Brand Activation Manager, Downtown Boston BID

Rosemarie Sansone, Executive Director, Downtown Boston BID

Christopher Russell, Executive Director, Springfield Business Improvement District

Elizabeth Newell Wurfbain, Executive Director, Hyannis Main St Business Improvement District

Sarah La Cour, Executive Director, Amherst Business Improvement District

Robert Braga, Director, Hudson Business Improvement District

Volunteer Based Programs: How communities are making voluntary districts work over time.

This workshop will include a panel discussion reviewing volunteer-based downtown organizations in Massachusetts communities, and why they may be the best fit in your municipality. Panelists will detail how to implement comprehensive approach using volunteers and their approaches to fundraising. The workshop will also cover best practices in recruiting volunteers and challenges in sustaining a volunteer based district management model.

Panelists:

Gin Wallace, Director, Beverly Main Street

Courtney Thraen, Executive Director, Downtown Framingham Inc.

Marcia Birmingham, Acting Town Administrator, REiMAGINE ROCKLAND

Parking Benefit Districts (PBD): What are they? Two approaches to creating a PBD.

Safe, convenient, accessible, and affordable parking is a baseline for downtowns everywhere. PBD are created to help manage parking in downtowns and can be leveraged as a larger district management tool. This workshop will cover the nuts and bolts of implementing a Parking Benefit District, as well as how communities are using this tool to generate revenue to fund programs that would typically be provided by a management district. This session will include a review of Massachusetts law governing PBDs, different types of funds, and other steps necessary for implementation. The communities of Arlington and Cambridge will speak to the specifics of how they are using parking benefit districts in their communities.

Panelists:

Jason Schrieber, Senior Principal, Stantec

Liza Cohen, Senior Associate, Stantec

Adam Chapdelaine, Town Manager, Town of Arlington

Gardy Laurent, Fiscal Manager, City of Cambridge

Hybrids: CDC hybrids as a solution for communities seeking innovative approaches to challenging properties in downtowns.

Some communities may be better suited with a hybrid district management BID/CDC model. This workshop will cover the benefits of a CDC partnership model, including opportunities to leverage CDC capacity for development and additional programming with a BID. Speakers will review CDCs, how to form them, what unique opportunities they provide and how to align with a BID or other management district. Participants will learn about Taunton's approach to providing supplemental services on a small budget, and leveraging the CDC to undertake development work in their downtowns.

Panelists:

Joe Kriesberg, President, MACDC

Colleen Simmons, Director, Taunton Foundation (BID & CDC)

DIF: District Improvement Financing (DIF) as a tool for downtown development.

District Improvement Financing provides municipalities with a tool to target districts for redevelopment using new tax revenue. Tax increment financing enables communities to pledge all or some of increased tax revenue of new projects to district management and specific district improvement activities. Participants in this workshop will learn about evaluating the potential for a DIF in their downtown, what activities are eligible, and how to use this tool to support district management.

Panelists:

Amanda Chisholm, VP Real Estate Services, MassDevelopment

Rob Dolan, VP Investment Banking, MassDevelopment

Robert May, Brockton, MA Economic Development Director

Eric Bourassa, Director of Transportation, MAPC